

*This newsletter is a collaboration between the Kentucky WIC Program and Lactation Improvement Network of Kentucky (LINK)*



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# Kentucky Breastfeeding Newsletter



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## *Creating a Breastfeeding-Friendly Clinic*



In an effort to assist clinics in their ongoing commitment to improve breastfeeding rates, the state WIC office has developed a policy to assist local agencies in achieving breastfeeding-friendly clinics. This policy was adapted from the National WIC Association's "Six Steps to Achieve Breast-feeding Goals" for WIC clinics.

The main goal of this policy is to promote and create internal and external environments that support and promote breastfeeding. We hope these policies will help increase breastfeeding initiation and duration so Kentucky will meet or exceed the Healthy People 2020 goals of having 81.9% of infants initiating breastfeeding and 60.6% of infants breastfeeding at six (6) months. We also intend to reach our goal to increase exclusive breastfeeding duration to meet or exceed the Healthy People 2020

goals of 46.2% of infants exclusively breastfeeding at three (3) months and 25.5% of infants exclusively breastfeeding at six (6) months.

This policy consists of four (4) steps:

1. Provide a breastfeeding-friendly environment;
2. Present exclusive breastfeeding as the norm for mothers and babies;
3. Train staff to be breastfeeding advocates and ensure access to competently trained breastfeeding staff; and
4. Support breastfeeding mothers and babies.

Each step consists of items required to complete the action step. In addition, best practices are given as suggestions to further implement the action step.

Agencies may contact the state WIC office for a sample breastfeeding-friendly policy to utilize as a template for the development of an agency specific breastfeeding friendly policy. The policy also will be included in the new *WIC and Nutrition Manual*.

# Early Breastfeeding Concerns Affect How Long Women Breastfeed

Most new mothers in the United States begin breastfeeding when their children are born. New research shows that those who report early concerns or problems with breastfeeding are nearly ten times more likely to abandon breastfeeding within two months.

In a new study, 92% of new moms reported at least one breastfeeding concern three days after giving birth. The most predominant concern (reported by 52% of mothers) is related to the behavior of the baby while feeding at the breast, such as not "latching on" properly. Other common concerns included breastfeeding pain (44%) and milk quantity (40%).

"Breastfeeding problems were a nearly universal experience in the group of first-time mothers in our study, with some of the most common problems also being the most strongly associated with stopping breastfeeding," says Laurie Nommsen-Rivers, PhD, a researcher in the Perinatal Institute at Cincinnati Children's Hospital Medical Center and lead investigator of the study. "Priority should be given to enacting strategies for lowering the overall occurrence of breastfeeding problems and, in particular, targeting support for mothers with infant feeding or milk quantity concerns within the first week after leaving the hospital."

The study is published online in the journal *Pediatrics*. Researchers included Kathryn Dewey, PhD, and Caroline Chantry, MD, at the University of California Davis Medical Center, and Erin Wagner, a clinical research coordinator at Cincinnati Children's Hospital Medical Center.

The researchers conducted a series of six interviews with 532 first-time mothers, beginning in pregnancy and also at three, seven, fourteen, thirty, and sixty days after giving birth. The researchers received reports of thousands of breastfeeding problems and concerns. Those concerns, reported at interviews conducted at days three and seven postpartum, were strongly associated with subsequently stopping breastfeeding, according to Dr. Nommsen-Rivers.

"This may be related to the fact that these interviews captured a time when there is often a gap between hospital and community lactation support resources," she says. "Our findings indicate helping mothers meet their breastfeeding goals requires a two-pronged approach: strengthening protective factors, such as prenatal breastfeeding education and peer support, and ensuring that any concerns that do arise are fully addressed with professional lactation support, especially in those first few days at home."

The 8% of mothers who did not report any breastfeeding problems or concerns at day three seemed to have protective factors that prevented them from experiencing concerns that led to formula use, says Dr. Nommsen-Rivers. These factors include prenatal self-confidence about breastfeeding, youth, unmedicated vaginal birth and strong social support.

Source: Cincinnati Children's Hospital Medical Center. (2013). Breastfeeding Fraught with Early Challenges for Many First-Time Mothers [Press Release]. Retrieved from <http://www.cincinnatichildrens.org/news/release/2013/breastfeeding-challenges-09-23-2013/>

# Break Time for Nursing Mothers Employee Rights Card Available

The United States Department of Labor's Wage and Hour Division recently announced the publication of the "Break Time for Nursing Mothers Employee Rights" card. The card outlines the basic requirements under the Fair Labor Standards Act.

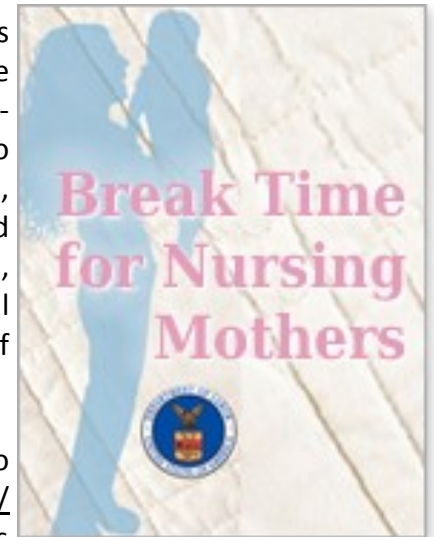
In March 2010, the Fair Labor Standards Act (FLSA) was amended to include a Break Time for Nursing Mothers Provision. Since then, employers have been required to provide "reasonable break time for an employee to express breast milk for her nursing child for one year after the child's birth each time such employee has need to express the milk." Employers are also required to provide "a place, other than a bathroom, that is shielded from view and free from intrusion from coworkers and the public, which may be used by an employee to express breast milk."

The new card is intended to increase awareness of the requirement for employers to provide breaks for

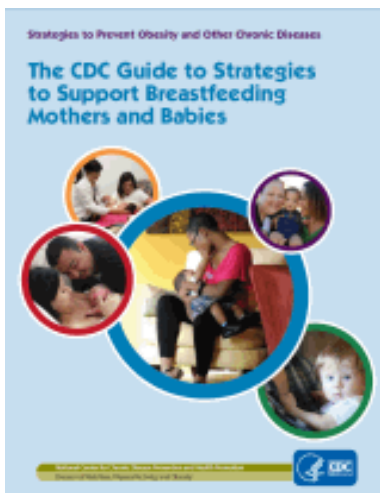
mothers to express breast milk during the work day. By distributing the card to advocacy groups, obstetrics offices, and similar stakeholders, more employees will be made aware of their rights.

We encourage you to visit [www.dol.gov/whd/nursingmothers](http://www.dol.gov/whd/nursingmothers) to download the new

Employee Rights Card, and help spread the word about this resource. Agencies and individuals are also encouraged to share the card through their websites and blogs.



## Guide to Strategies to Support Breastfeeding Mothers and Babies



The Centers for Disease Control and Prevention (CDC) recently released a new publication entitled *The CDC Guide to Strategies to Support Breastfeeding Mothers and Babies*. The document is an update of the 2005 *The CDC Guide to Breastfeeding Interventions*,

and it provides state and local community members with information on choosing the breastfeeding intervention strategy that best meets their needs.

This guide builds on the research evidence that demonstrates effective intervention strategies and offers relevant information for each, including program examples and resources. You can download the guide or individual chapters at [www.cdc.gov/breastfeeding/resources/guide.htm](http://www.cdc.gov/breastfeeding/resources/guide.htm).

On August 26, 2013, acting Surgeon General Rear Admiral (RADM) Boris D. Lushniak, MD, MPH, launched the guide on a webinar hosted by the United States Breastfeeding Committee (USBC). You can access the webinar and associated materials at [www.usbreastfeeding.org](http://www.usbreastfeeding.org).

# National Breastfeeding Center Scorecard

The National Breastfeeding Center has developed a scorecard grading health insurance companies on their level of lactation service coverage. Lactation care is to be covered by insurance under the Affordable Care Act, but companies are not consistent in what they offer. Visit <http://www.nbfcenter.com/PayerScorecard.html> for more information and to download the scorecard.

## Important Dates

**November 21-24, 2013**

**Academy of Breastfeeding Medicine Annual Conference**

Philadelphia, PA

For more information, visit [www.bfmed.org](http://www.bfmed.org).

**December 10, 2013**

**CDC/USBC Bi-Monthly Coalitions Webinars**

2:00—3:00 pm EST

Visit [www.usbreastfeeding.org/Coalitions/CDCUSBCBiMonthlyTeleconferences/tabid/76/Default.aspx](http://www.usbreastfeeding.org/Coalitions/CDCUSBCBiMonthlyTeleconferences/tabid/76/Default.aspx) for more information.



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